

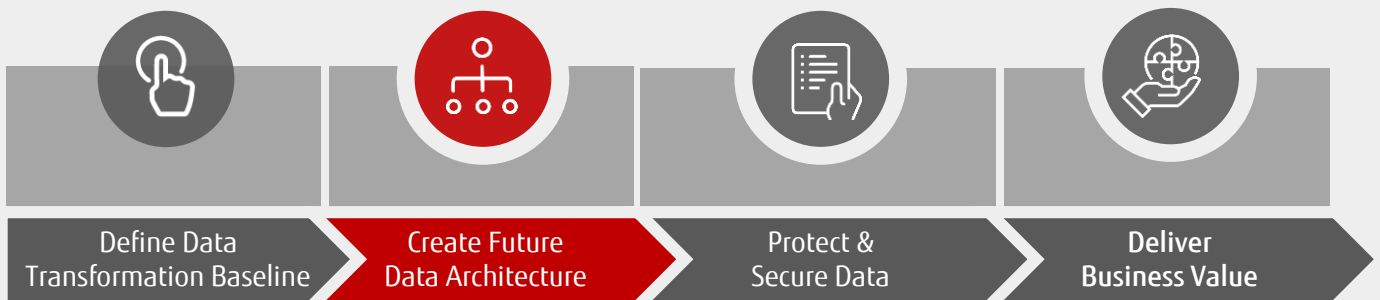
# Building the data-driven Enterprise



## Fujitsu HXD Vision Framing Session Data - driven Services

This document provides a service description for the Fujitsu HXD Vision Framing Session that forms part of the DDTs process. The Fujitsu HXD Vision Framing Session takes place once the sales engagement and discovery workshops have been completed.

### Foundation for Digital Transformation



### Our unique approach to Co-creation

The digital world thrives on inspiration and innovation. Creativity drives disruption, change and transformation. At Fujitsu, our Co-creating Program helps you to harness the power of collaboration to deliver your unique digital transformation by driving ideation.

The Co-creating Program has been developed over decades of experience in Japan and around the world; working with customers, exchanging perspectives, ideas, and information in a highly focused, purpose-driven, and innovative way.

You get the time, space and intense focus to achieve your specific outcomes based on your strategic needs. We have Digital Transformation Centers (DTC) in major cities around the world to provide venues where we can apply the Fujitsu Human Centric Experience Design (HXD), our unique approach to Co-creation.

### Service Description

The following input is required for the Fujitsu HXD Vision Framing Session:

Input	From
Short Insight Presentation – Customer Technical/Data Landscape Discovery Workshops Report	DDTS Technical Team
Short Insight Presentation – Desired Business Outcomes Report Discovery Workshops	DDTS Account Team
Initial Challenge Statement	DDTS Team
Short Insight Presentation –Legal Landscape	Customer
Short Insight Presentation – Company Strategic Priorities	Customer
Senior Customer Business Sponsor for the Project	Customer
Senior Fujitsu Business Sponsor for the Project	DDTS Team
2-4 Personas Profiles	Customer
List of Customer Participants	Customer
List of Fujitsu Participants	DDTS Team
List of Partner Participants	DDTS Team
List of Facilitation Team	Fujitsu HXD Practice
Detailed Session run sheet and prepared Fujitsu HXD assets	Fujitsu HXD Practice
Agreed Date/Time + Co-creation Environment	DDTS Team

Whilst the DTCs are purpose built, the approach is mobile – we can deliver these events anywhere, maybe much nearer to you and your people and even as a Virtual Co-creating Experience. We’re applying it to real world requirements with a range of customers.

### Ordering HXD Vision Framing Session

Order Codes	Description
FSP:G-PW21900PRDDS	WS DDTS HXD Vision Fram

**Important note:** Whilst the approach will remain consistent, the detailed inputs, steps, and outputs will vary depending on each customer profile and objectives.

## Session Overview

Meeting overview	
Facilitator	Fujitsu HXD Facilitation Team
Duration	Recommended time is 3 hours, including 15 min breaks
Location	At Fujitsu DTC, at external site using mobile DTC, or Virtual Co-Creating Experience
Participants	6-10 participants, at least 50% of which from the customer organization
Assets	Various presentations, Fujitsu HXD assets, varying depending on customer profile and objectives

### Selecting participants: Diversity and Relevance

All participants will be chosen for their relevance to help solve the challenge at a given stage of the process, whilst ensuring there is **diversity** in terms of seniority, type of expertise, Line of Business or functional area, etc.

#### Relevance

The objective of this session is to create a clear vision map that will become the target frame for the co-design activities that will follow. Therefore, it is essential that representatives of the most important Lines of Business or Functions participate, as well as senior representatives of the company, especially decision-makers, since they hold greater visibility about the business needs, and the company's strategy. Some experts in the technology and legal/compliance space are also very relevant for this exercise. It also includes a senior customer sponsor that represents the company's core business purpose and strategy.

#### Diversity

A fundamental principle in the Fujitsu HXD process is to leverage a diversity of perspectives, which happens by involving a diverse group of participants. It will increase and accelerate the ability to develop more transformational, inclusive and viable solutions concepts. Different aspects of diversity are referred to here: participants from different organizations or representing different Lines of Business (LoB) or Functions within an organization, participants holding a wider range of expertise, with different level of seniority or decision-making power. We also consider diversity in gender, cultural background, nationalities, age, etc. The more diverse the group, the better, whilst ensuring everyone brings a perspective that is relevant to the topic at hand.



## Session Structure

Step	Activity	Purpose
1	Welcome & Purpose	Bring all participants to the same level: mind shift and Co-creation purpose
2	Connect with the Challenge	Immerse participants into the theme of the session
3	Shift Focus – People Perspective - Co-create Ecosystem - Understand Wants & Needs	Map and humanize the company’s ecosystem Empathize with wants and need of people most impacted or involved in relation to the data transformation
4	Derive Insights - Current IT landscape - Legal & Security	Identify technology priority and preference Identify legal and security conditions in relation to the data transformation
5	Link to Company Purpose and Strategy	Understand the wider company purpose and strategy to define the strategic value needed from the data transformation
6	Reframe The Challenge	Frame a vision statement that crystallizes what the customer wants to Achieve as result of this data transformation
7	Co-create Vision Map	Visualize the various elements that form the defined vision in the context of the customer’s company purpose/strategy and the customer’s ecosystem
8	Next Steps	Agree on what is required to keep momentum and progress with the process

## Outputs

Within 48 hours post-session, the Fujitsu HXD Practice will provide for distribution to the customer:

Output	From
Detailed Vision Map in clean form	FUJITSU HXD Practice
Ecosystem Map	FUJITSU HXD Practice
List of agreed Next Steps and Timeline with owner	FUJITSU HXD Practice
Detailed Session Output Report via secure word press link	FUJITSU HXD Practice
Detailed Vision Map in clean form	FUJITSU HXD Practice

## Legal Information / General Terms and Conditions

In addition to this data sheet, which includes a final list of the features of the services, the general business terms and conditions of the respective local Fujitsu entity for the performance of the services in its respective local version shall apply.

Please refer to: [Terms and Conditions](#)

## FUJITSU

Name: Glenn Fitzgerald, Chief Data Officer  
 Address: FUJITSU Services limited, 22 Baker Street, London, W1U 3BW, United Kingdom  
 Email: [EngageDCS@ts.fujitsu.com](mailto:EngageDCS@ts.fujitsu.com)  
[uk.fujitsu.com](http://uk.fujitsu.com)

© 2021 FUJITSU. All rights reserved. FUJITSU and FUJITSU logo are trademarks of Fujitsu Limited registered in many jurisdictions worldwide. Other product, service and company names mentioned herein may be trademarks of Fujitsu or other companies. This document is current as of the initial date of publication and subject to be changed by Fujitsu without notice. This material is provided for information purposes only and Fujitsu assumes no liability related to its use. ID-7153-005/02-2021